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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATIONS, 2020/2021 ACADEMIC YEAR
SECOND YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF BUSINESS INFORMATION TECHNOLOGY**

KBI 2321 - RESEARCH METHODOLOGY

Date: 17th December 2020
Time: 2.30pm – 4.30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

This recent piece in Nation newspaper describes the results of a poll about how young parents feel about their kids' use of smartphones and tablets. Here's one excerpt from the journalist's story.

Surveying more than 2,300 parents of children up to age 8, researchers from JKUAT University found that the vast majority -- 78 percent -- report that their children's media use is not a source of family conflict, and 59 percent said they aren't concerned their kids will become addicted to new media.

- a) Based on the report above, explain the conditions that must have convinced the researcher that there was a problem (4 Marks)
- b) Discuss whether this research scientific while highlighting the characteristics of scientific research. (10 Marks)
- c) Explain the probabilistic sampling techniques and comment the most appropriate technique for the research (8 Marks)
- d) Identify and discuss any four ethical issues that were supposed to be under consideration during the study. (8 Marks)

QUESTION TWO (20 MARKS)

- a) Two quantitative research strategies used in business research are surveys and experiments. Explain the most important differences between these two strategies and give an example of how each of these strategies can be applied in business research. (6 Marks)
- b) To test hypothesis it is important that measurement instruments are reliable and valid.
- i) Explain the concepts of reliability and validity and describe how reliability and validity can be determined (6 Marks)
- ii) Explain the four levels of measurement scales or levels of measurement, and give an example for each type. (8 Marks)

QUESTION THREE (20 MARKS)

- a) As an expert in research you have been invited to advice on Business Process Restructuring. Recommend to the management the appropriate methods you would prefer to be used in collecting data for this business research process (10 Marks)
- b) Explain different statistics that would be appropriate to generalize research findings. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) In your view, state and explain the significance of literature review while carrying out a research (10 Marks)
- b) Briefly, describe the structure and contents of a research project report. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) The Energy Company, NRG, just introduced a new electronic customer management system within their organization. They are concerned because some of their employees have accepted the technology while others have reacted negatively and even refuse to use it, instead doing things the “old fashioned way”. They have hired you as a research consultant to help them out. Please provide a proposal for a qualitative research study that would help them get information needed from their employees to improve this system implementation. Specifically provide for:
- i) research question (2 Marks)
- ii) two sub questions (4 Marks)
- iii) the unit of analysis (1 Mark)
- iv) Three questions that you would ask during an interview (3 Marks)
- v) The appropriate analysis technique for the data collected (2 Marks)
- b) Highlight the factors that you would consider when deciding on the size of the sample you intend to use in your research project (8 Marks)